

WORLD TRADE CENTER

Greater Kansas City Chamber of Commerce

Innovation World Conference

Thursday, October 26, 2006

8:00 a.m.-2:00 p.m.

Liberty Memorial Auditorium, 100 W. 26th Street

\$45 for Chamber members; \$85 for non-members

The **2006 Innovation World Conference: "What's Next?"** will focus on what's new in the world of technology innovation, trends in emerging business strategies, and best practices in knowledge management in today's global environment. **Previously this conference was called "Wireless World" and has been re-branded to indicate this year's content focus on innovation trends that impact businesses right here in Greater Kansas City.**

The Innovation World Conference will provide attendees with a focus on those design visionaries and innovators responsible for transforming business cultures. Presenters will include national and local executives who are champions of innovation. These executives will outline how innovation is important to their products and how they are turning innovations into reality.

CHANGE IS THE CONSTANT

Conference attendees will have the opportunity to gain valuable insights into:

- emerging trends in technology
- unique ways that technology collaboration has been used to create competitive advantages and drive growth among businesses
- strategy development and use of knowledge sharing and collaboration technology
- innovative processes that lead to new ways to achieve break-through results

Profile of Attendees

Innovation World Conference is designed for those who have the courage and energy to improve their organization, processes, products, and services. It is presented by those who have the know-how and experience of applying innovation in a commercially successful way. Our attendees want knowledge and solutions to help them improve their efficiency, effectiveness and competitive advantage. They may be managers, directors, CEOs or COOs...the title isn't as important as the mindset. Innovators are forward thinkers and futurists within their industry, globally-focused, academics and those that contribute to and influence decision makers within their company.



*Thank you to our
conference sponsors!*

THE INNOVATORS



THE WORLDWIDE SUPPORTERS



① First National Bank



The Conference will open featuring two of the Greater Kansas City Chamber of Commerce 2006 Top 10 Small Businesses highlighting how they have incorporated innovation to gain recognition locally and nationally.

FIRST PANEL

VML Executives will share how they have been successful deploying innovative technology, and recognized as a world leader in digital technology, through its unique marketing campaigns for key clients.

SECOND PANEL

Brian Finnerty, Director of Handset Technology for **Sprint Nextel** will discuss the trends/topics related to innovation in the communications industry.

Brian Finnerty is responsible for all of Sprint Nextel's handset developments, technology direction, and product introductions. Brian has personally led the team that has introduced every Sprint PCS phone launched on the Sprint network. Brian and team co-develop cutting edge handsets and consumer services with Sanyo (Japan), Samsung (Korea), Taiwan (LG), Pantech/Curitel (China/Taiwan), Nokia (US/Finland) and Motorola.

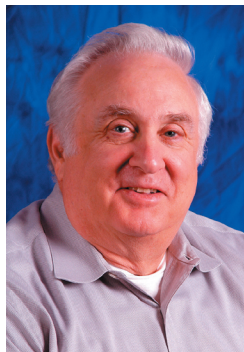
THIRD PANEL

Content and executives still being determined

KEYNOTE PRESENTER

Eugene S. Meieran, an Intel Senior Fellow, is working on advanced manufacturing strategy development in Intel's Technology Manufacturing Group, responsible for introducing advanced technologies and applications into Intel's manufacturing facilities to help improve manufacturing performance.

Gene joined Intel Corporation in 1973 as Manager of Package Development, with responsibility for developing new lines of device packages for the emerging memory and microprocessor product lines. In 1977 he transferred to the Quality and Reliability Department, responsible for Intel incoming materials quality, the new Materials Analysis Laboratories, and for key elements of the manufacturing quality and reliability functions. For several years, he was responsible for all the Far-East and Caribbean assembly plant quality and reliability functions. In 1985, he was appointed as Intel Fellow, the second in the company's history.



Lunch follows the closing keynote.

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A graphic illustration of a person in a crouched position, reaching up towards a large, abstract structure composed of binary code (0s and 1s). The structure resembles a stylized tree or a complex network of data. The person is a simple black silhouette.

INNOVATION

WORLD CONFERENCE:

WHAT'S NEXT?

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For more information
or to register,
visit www.kctrade.com,
call Taylor Bennett at
(816) 374-5469,
or send an email to
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